

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**ЗАТВЕРДЖЕНО**

на засіданні кафедри педагогіки,  
іноземної філології та перекладу  
Протокол № 9 від 01.09. 2023 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**ІНОЗЕМНА МОВА АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ**

**робоча програма навчальної дисципліни (РПНД)**

Галузь знань **07 Управління та адміністрування**  
Спеціальність **073 Менеджмент**  
Освітній рівень **перший (бакалаврський)**  
Освітня програма **«Бізнес-адміністрування»**

Статус дисципліни **обов'язкова**

Мова викладання,  
навчання та оцінювання **англійська**

Розробники:

доктор філософії, доцент

Тетяна ПОГОРЕЛОВА

ст. викладач

/Підписано КЕП/

Орина ІВАНІГА

В. о. завідувача кафедри педагогіки,  
іноземної філології та перекладу

Тетяна ПОГОРЕЛОВА

Гарант програми

Ольга МИРОНОВА

Харків  
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVED**

at the meeting of the department  
management and business

Protocol № 1 of 25.08.2023

**AGREED**

Vice-rector for educational and methodical  
work

Karina NEMASHKALO



**FOREIGN LANGUAGE FOR ACADEMIC AND PROFESSIONAL COMMUNICATION**

**Program of the course**

Field of knowledge           **07 Management and Administration**  
Specialty                       **073 Management**  
Study cycle                   **first (Bachelor)**  
Study programme           **“Business Administration”**

Course status               **mandatory**

Language                     **English**

Developers:

Doctor of Philosophy, Associate Professor

Tetiana POHORIELOVA

Senior lecturer  
Department of Pedagogy,  
Foreign Philology and Translation

/digitally signed/

Oryna IVANIHA

Acting Head of the Department of Pedagogy,  
Foreign Philology and Translation

Tetiana POHORIELOVA

Head of Study Programme

Olga MYRONOVA

**Kharkiv  
2023**

## Introduction

The programme of the course "Foreign Language for Academic and Professional Communication" for Bachelor's degree students is compiled in accordance with the study program for the preparation of students of the first educational level in the field of knowledge 07 "Management and Administration," specialty 073 "Management," study programme "Business Administration."

Studying this course enables students to engage in effective communication in a professional environment; develop communicative competence and language skills in the professional sphere of activity; understand and assess diverse international socio-cultural issues to act appropriately in various professional communicative situations.

**The purpose** of the course "Foreign Language for Academic and Professional Communication" is to improve students' general and professionally oriented communicative language competencies (linguistic, sociolinguistic, and pragmatic) to ensure effective communication in a professional environment.

**The subject** of the course is intercultural communication in a foreign language in a professional context.

**The object** of the course is the operation of a foreign language in real-time, in various professional situations, aimed at forming a holistic and personalized worldview, developing creative activity and student autonomy, and realizing the intercultural features of representatives of different linguo-cultural communities.

**The tasks** of the course are:

Learning and using terms used in business communication through exercises, vocabularies and real-life texts.

Improving writing skills by creating professional emails, business letters, reports or proposals.

Developing oral communication skills through oral tasks such as presentations, role-plays, and discussions on topics related to the professional field.

Developing knowledge and skills to interact with representatives of other countries through studying cultural peculiarities that affect professional communication.

Learning to use the language in real-life work environments, the ability to solve and perform tasks that may be encountered in a particular professional activity.

The learning outcomes and competencies formed by the course are defined in Table 1.

Table 1

### Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO3	GC7, GC8
LO8	SC11
LO11	GC7

LO13	GC7, GC14, SC9, SC11
LO19	SC17
LO21	SC17

Where,

LO3. Demonstrating knowledge of theories, methods and functions of management, modern concepts of leadership.

LO8. Apply management methods to ensure the effectiveness of the organization's activities.

LO11. Demonstrate situational analysis and communication skills in various areas of the organization.

LO13. Communicating orally and in writing in state and foreign languages.

LO19. Demonstrating skills in the analysis and synthesis of information, adapting them to analyze and solve problems in various areas of business and management.

LO21. Determine ways to optimize the movement of goods in the national and international markets, a set of product properties that determine its suitability to meet the needs of consumers and use this knowledge to organize safe storage and transportation of goods.

GC7. Ability to communicate in a foreign language.

GC8. Skills in the use of information and communication technologies.

GC14. Ability to work in an international context.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC11. Ability to create and organize effective communications in the management process.

SC17. Ability to provide organizational, technological, technical and information support for basic logistics functions. Ability to manage the logistics activities of enterprises in the areas of production, stocks, warehousing, procurement, sales, transportation and cargo handling.

## **COURSE CONTENT**

### **Content Module 1: Global Processes and Markets**

#### **Topic 1: International Marketing Activities in the Field of Business Administration**

##### **1.1. Marketing research.**

Acquisition of Communicative Competence in a foreign language on the Topics: "Analysis of the International Market Environment," "Competition in the Global Space," "Consumers of Goods and Services." Drafting International Contracts. Essential Principles of Essay Writing.

##### **1.2. Integrated Marketing Communications.**

Acquisition of communicative competence in a foreign language on the topics:

"Product Promotion in Markets," "Advertising," "Advertising Campaign," "Methods of Feedback with the Consumer." Drafting international contracts.

### **1.3. Management of Product Distribution Channels.**

Acquisition of communicative competence in a foreign language on the topics: "Types of Distribution Channels," "Retail and Wholesale Trade," "Decision-Making in the Logistics System," "Basic Rules for Customer Interaction." Drafting international contracts.

## **Topic 2: Innovative Processes in International Business**

### **2.1. Innovations and Management.**

Acquisition of communicative competence in a foreign language on the topics: "Innovations," "Impact of Innovations on Organizational Management," "Priority Directions of Scientific and Technological Progress." Essay writing.

### **2.2. R&D Technologies.**

Acquisition of communicative competence in a foreign language on the topics: "Progressive Basic Technologies, Development Trends." Essay writing.

### **2.3. Information Technologies.**

Acquisition of communicative competence in a foreign language on the topics: "Printed and Electronic Information Media," "Multimedia," "Communication via the Internet: Pros and Cons," "Discussion on Working from Home in an Online Mode," "Elements of Working with Internet Pages."

## **Topic 3. Globalization of business activity**

### **3.1. International Market Relations.**

Acquisition of communicative competence in a foreign language on the topics: "Processes of Globalization," "Positive and Negative Impacts of Global Business on Local Markets," "Outsourcing," "Discussion on Substantiating a Comprehensive Conclusion," "Review of Achievements," "Protocol Writing."

### **3.2. International Trade and Management.**

Acquisition of communicative competence in a foreign language on the topics: "Import/Export," "Road Transport," "Customs Declaration," "Insurance," "Rail Transport," "Maritime Transport," "Air Transport," "Transport Documents for International Trade," "Participation in Fairs and Exhibitions," "Documentation for Fair Participation."

### **3.3. Art of Business Communication.**

Acquisition of communicative competence in a foreign language on the topics: "Communication: Types and Elements," "Effective Communication Policy in a Company," "Art of Negotiating with Foreign Companies," "Negotiation Technologies," "Contract Writing."

The list of practical studies in the course is given in table 2.

Table 2

**The list of practical studies**

<b>Name of the topic/task</b>	<b>Content</b>
Topic 1 Task 1	International marketing activities in the field of business administration. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 1 Task 2	Integrated Marketing Communications. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 1 Task 3	Management of Product Distribution Channels. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 2 Task 1	Innovative processes in international business. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 2 Task 2	R&D Technologies. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 2 Task 3	Information Technologies. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 3 Task 1	Globalization of business activity. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 3 Task 2	International Trade and Management. Acquisition of communicative competence in a foreign language on the suggested topics.
Topic 3 Task 3	Art of Business Communication. Acquisition of communicative competence in a foreign language on the suggested topics.

The list of self-studies in the course is given in table 3.

Table 3

**List of self-studies**

Name of the topic and/or task	Content
Topics 1-3	Elaboration of educational material, in-depth development of individual vocabulary units.
Topics 1-3	Search, selection and review of literature on a given topic.
Topics 1-3	Preparation for practical classes.
Topics 1-3	Performing an individual task (presentation).
Topics 1-3	Preparing for the final test.

The number of hours of practical studies and hours of self-study is given in the technological card of the course.

### **TEACHING METHODS**

In the process of teaching the educational course using communicative teaching methods for English language activation of students' learning and cognitive activities involves the application of blended learning technology, as well as both active and interactive teaching methods, including: practical problem-based classes (Topics 1.3, 2.3, 3.3), work in small groups (Topic 2.1, 3.2), brainstorming sessions (Topics 1 - 3), case method (Topic 3) ,presentations (Topics 1, 2, 3), introductory (initial) gamesTopics 2.2, 3.3).

The grammatical-transformational method focuses on grammar, language rules, and structures and teaches business correspondence and documentation (Topics 1 - 3).

The audio-visual method, through the use of audio and video materials, namely films, songs, and videos, helps students develop the ability to listen and understand the speech of native speakers and is used to prepare for job interviews (Topics 1 - 3).

The general integrated teaching method combines different methods and approaches to language teaching: case study (Topics 1 - 3), brainstorming (Topics 1 - 3), a combination of lessons, discussions (Topics 1 - 3) and group work and student conferences (Topics 1, 3).

### **FORMS AND METHODS OF ASSESSMENT**

The University uses a 100-point cumulative system for assessing students' learning outcomes.

Current control is carried out during practical classes and is aimed at checking the level of readiness of the student to perform a specific task and is evaluated by the number of points scored: for courses with a form of semester control as grading, the maximum amount is 100 points; the minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading, the final grade being the number of points received during the current control.

During the teaching of the course, the following control measures are used: Current control: practical tasks on topics (50 points), written test (20 points),

independent work (20 points), and presentation (10 points).

Semester control: Grading.

The course's technological card provides more detailed information on the assessment system

## RECOMMENDED LITERATURE

### Main

1. Борова Т. А. Іноземна мова академічної та професійної комунікації: практикум з англійської мови [Електронний ресурс] : навч. посіб. / Т. А. Борова, Р. М. Агаджанова, В. О. Петренко ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон, текстові дан. (840 КБ). - Харків : ХНЕУ ім. С. Кузнеця, 2020. 102 с. - Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/23735>

2. Borova, T. English for Business Analysts [Electronic resource] : textbook: in 3 parts. Part 3 : Business Intelligent Tools / T. Borova, O. Milov ; Simon Kuznets Kharkiv National University of Economics. - E-text data ( 1,67 МБ). - Kh. : S. Kuznets KhNUE, 2018. - 178 p.- Access mode : <http://www.repository.hneu.edu.ua/handle/123456789/21467>

3. Борова, Т. А. Іноземна мова (за професійним спрямуванням): основи бізнесу та підприємництва [Електронний ресурс] : навч. посіб. / Т. А. Борова, Н. О. Бутковська ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (444 КБ). - Харків : ХНЕУ ім. С. Кузнеця, 2019. - 196 с. : іл. - Загол. з титул. екрану. - Бібліогр.: с. 186-188. <http://repository.hneu.edu.ua/handle/123456789/22764>

4. I.O. Reshetniak English for professional purposes (Organisation management and business administration) / I. O. Reshetniak ; Simon Kuznets Kharkiv National University of Economics. - Kharkiv : Tsyphra print, 2022. 111p. <http://repository.hneu.edu.ua/handle/123456789/29387>

### Additional

5. Підприємництво, торгівля, біржі в процесі соціально-економічного розвитку [Електронний ресурс] : монографія / І. В. Гонтарева, Г. Л. Матвієнко-Біляєва, В. І. Ковальова [та ін.] ; за заг. ред. І. В. Гонтаревої. - Електрон. текстові дан. (2,70 МБ). - Х. : ХНЕУ ім. С. Кузнеця, 2018. - 155 с. URL: <http://repository.hneu.edu.ua/handle/123456789/20275>.

6. Borova, T. English for Business Analysts [Electronic resource] : textbook: in 3 parts. Part 3 : Business Intelligent Tools / T. Borova, O. Milov ; Simon Kuznets Kharkiv national university of economics. - Kh. : S. Kuznets KhNUE, 2018. 178p. <http://repository.hneu.edu.ua/handle/123456789/21467>

7. .Practical Work on English Language: text-book [Electronic resource] / O. Mishyna, L. Chernysh, A. Nikishyna; Simon Kuznets Kharkiv National University of economics. — Kharkiv : S. Kuznets KhNUE, 2023. — 114



p.<http://repository.hneu.edu.ua/handle/123456789/30791>

8. Corballis T. (2009) English for Management Studies in Higher Education Studies. Course Book/ T. Corballis, W. Jennings Garnet Education. 140 p

9. Evans V. (2018) Career Paths: Management II/ Virginia Evans, Jenny Dooley, Henry Brown. - Express Publishing. 80 p.

### **Information resources**

10. Сайт ПНС ХНЕУім. С. Кузнеця, дисципліна : Іноземна мова академічної та професійної комунікації / Дубцова О.В., Тарасенко С.Є., Іваніга О.В. - [Electronic resource], - Access mode : <https://pns.hneu.edu.ua/course/view.php?id=7947>

11. BBC World Service. Learning English - [Electronic resource], - Access mode : <http://www.bbc.co.uk/worldservice/learningenglish/grammar/learnit/learnitv65.shtml>.

12. The Economist / Journal - [Electronic resource], - Access mode : <https://www.economist.com/weeklyedition/archive>

13 . Journal of Business Administration Research [Electronic resource], - Access mode: <https://ois.bilpublishing.com/index.php/ibar>